

CLAYTON CENTURY FOUNDATION



Clayton Century Foundation Board of Directors Meeting Minutes

Wednesday, April 29th, 2009
The Center of Clayton
7:00 PM

Attendees: Ken Goldman, Judy Goodman, Scot Boulton, Jill Fisher, Sally Cohn, Michelle Harris, Gary Krosch, Dan Human, Bev Wagner, Janet Rodgers, Lee Hanson, Cindy Rapponotti, Gary Feder, Cindy Berger, Elizabeth Robb, Jim Sherby
Staff: Patty DeForrest – Director of Parks & Recreation, Sarah Umlauf - Community Resource Coordinator
Guests: Deanna Kuhlmann and Tom Twellman of Kuhlmann-Leavitt

1. Call to Order
Ken Goldman called the meeting to order at approximately 7:05 PM.
2. Opening Remarks by Ken Goldman
Ken encouraged the group to visit the CCF website if they had not already viewed the pages. Ken also pointed out that in the recently completed Citizen's Survey, the City of Clayton set new records for satisfaction. Ken encouraged the group to view the results of the survey on the City of Clayton's website. While the City of Clayton maintains a high level of excellence, we still have the opportunity to contribute to the completion of priority quality of life initiatives. All of the CCF committees have been busy. The group has raised more money, developed the website, attended a neighborhood association meeting and the group welcomed a new member to the board of directors: Gary Feder.

The Hanley House continues to host new programs on the site including a recent archaeological dig for Boy Scouts. The City of Clayton has funded exciting projects including a new roof and a new HVAC system.

The Parks Foundation recently had a presence at the Earth Day celebration in Shaw Park and handed out free trees to the public. The Parks Foundation is excited to once again host Musical Nights in Oak Knoll Park.

The Art Commission worked to secure a new sculpture for Bicentennial Park. The *Venus Victorious* will be installed shortly. The work of art is on loan from the St. Louis Art Museum during their expansion.

3. Approve October 29th, 2008 Minutes
Dan Human moved to approve the minutes. Scot second the motion. The minutes were approved as submitted.
4. Guest Presentation: CCF Logo & Tagline by Deanna Kuhlmann
Jill Fisher introduced Deanna Kuhlmann. Deanna has won numerous awards and accolades and the CCF is fortunate to have had the opportunity to work with Kuhlmann-Leavitt.

Deanna presented 3 different visual concepts and 2 different taglines. Each concept was presented first in Black and White and then in full color and then in motion. Each concept was designed to be smart, contemporary and timeless. The logo is an investment.

The first concept involved 2 leaves coming together and made up of four parts. The tagline was presented as "Enriching our Community". The concept may be specialized through color and individual taglines to reflect each section of the CCF. For example, the History Society may hold the tagline "Enriching our Community, Honoring our Past".

The second concept was similar to the first concept in that it was organic but it also had a geometric element. The concept was similar to a tulip and was presented with the same tagline "Enriching our Community".

The final concept was much more geometric and angular. It reflected a busy intersection and carried the tagline "Intersection of Community".

Following the presentation, a board member asked that Deanna explain her process for developing the concepts. Deanna expressed that she kept coming back to friendly images. The intersection concept began as a quilt that reflects the fabric of a community and developed into the intersection concept.

The flower is representative of the picturesque quality of Clayton and reflects the major garden spaces that exist in Clayton.

The Oak leaves are regional and can represent the four seasons. Deanna noted that ambiguity in a logo is also nice to have.

A board member inquired whether the intent was to have this logo take the place of the individual section logos. It was noted that it was the intent to eventually have one logo for all of the section groups to show unity. This will be a gradual process.

Following discussion, Ken requested that the board members make their recommendation. The development committee will take their recommendations into consideration when making the final choice. The board members will prioritize their choices.

5. Development Update by Jill Fisher

Jill Fisher distributed a Development Plan that served as a revision of the Rome Group Plan. The Plan is a guide for fundraising during the first year of the organization. The plan is not absolute and is open to revisions. Also included with the plan was a timeline. Jill noted that the group was very close to on-task. Next Jill asked that all board members, if possible, sign on as Founders of the CCF at the \$500 level explaining that it was important to have 100% of the board join as Founders. This would not only help to provide the group with working capital but it would also show to the public that the CCF is 100% supported by the board.

A board member noted that it was important to keep focused on our goals and remember that the dream of ultimately raising \$15 million is separate from our goal of raising \$75,000 in 2009. Also, it was important to note that a feasibility study had not been completed. Also important to note is that the group is not intending to launch a campaign in the near future. The next board meeting will focus primarily on identifying priority projects.

6. Friends Update by Janet Rodgers

The Friends of the CCF have been very active. The group attended a neighborhood association meeting and they intend to have a presence at future neighborhood meetings. The group would like to sponsor special events and fundraisers including as Clayton run, a wine tasting, a family skate day and they could possibly raffle off 2 parking spots for the St. Louis Art Fair.

A board member suggested that since the goal of the Friends of the CCF is to raise funds for all of the sections, it would be wise to have a member of each section serve on the Friends of the CCF.

7. Administrative Update & Budget Discussion by Patty DeForrest

Patty DeForrest gave a presentation to the board of directors and updated the group on staff activities. Patty also distributed supporting material to the group. Patty discussed staff responsibilities and noted that the CCF was supported not only by the Community Resource Coordinator but also by the Superintendent of Recreation, the Events Specialist and the Marketing Specialist.

Patty then discussed the CCF budget. The group will soon have a working budget in place. Patty will host a budget workshop to help the

group complete their budget sheets and then Clayton staff will compile the budget.

Patty then described the Project Matrix developed by City staff to help prioritize projects. The matrix uses a point system to rate projects. In using the project matrix, staff prioritized projects identified as key quality of life initiatives that the CCF may choose to fund. The projects were identified in a handout distributed to the board. The July board meeting will more closely examine key projects.

8. Treasurer's Report by Gary Krosch

Gary referred to the budget summary handout and noted that not included in the final numbers was the \$4,300 from CCF funds committed to Kuhlmann-Leavitt for the design of the CCF logo.

9. New Business

Due to time restraints, a matter of new business was heard.

Elizabeth Robb noted that evening meetings were difficult to attend due to personal commitments and that a meeting time either first thing in the morning, around lunchtime, or possibly 4:00 pm would work better for her schedule. Elizabeth was interested in knowing if others in the group felt similarly to her.

The board of directors will be polled to find out if another meeting time would work better for everyone's schedules.

10. Resolutions by Scot Boulton

Scot introduced 6 resolutions for approval by the Board.

1. That there is hereby created the Clayton Century Foundation Advisory Board (the "**Advisory Board**"). The officers and the Board of the Corporation shall from time to time consult with the Advisory Board, as the CCF officers and Board of the Corporation deem appropriate. The Board of the Corporation shall from time to time designate the number of members, the qualification of members, and identity of members constituting the Advisory Board and shall have the power to alter or abolish the Advisory Board as they see fit.

Dan Human moved to pass the resolution. Gary Feder second the motion. After discussion, the resolution was amended: A committee will create criteria for appointment to the advisory board but the few persons that have already been cultivated will be approved by name by a temporary task force. Dan Human moved to pass the resolution as amended. Jim Sherby second the motion. The resolution was approved as amended.

2. That the two Sections of the CCF known as the Friends of the Hanley House and the Clayton History Society are hereby merged and that there shall hereafter be only one Section remaining to be known as the Clayton History Society, such merger to be effective upon action of members and the Boards of each of the Friends of the Hanley House and the Clayton History Society agreeing to such merger.

Dan Human moved to pass the resolution. Gary Feder second the motion. After discussion, the resolution passed.

3. That two new At-Large Board of Director positions for the Corporation are created in accordance with the provisions of the Bylaws of the Corporation, with the following persons nominated to fill the two new At-Large positions for the following terms:

Cindy Berger	Two years
John McCormick	One year

Dan Human moved to pass the resolution. Bev Wagner second the motion. The resolution passed.

4. That the Board of the Corporation ratifies the Board's Executive Committee's action in entering into a contract with the Kuhlmann-Leavitt, Inc for graphic design services, including the creation of a logo for the Corporation, in the amount of \$4,300.

Dan Human moved to pass the resolution. Gary Feder second the motion. The resolution passed.

5. That the Board of the Corporation Authorizes the President of the Corporation to enter into a contract with the Kuhlmann-Leavitt, Inc for graphic design services regarding a six panel Brochure in the amount of \$6,500 as funds are available.

Dan Human moved to pass the resolution. Gary Feder second the motion. After discussion, the resolution passed with a vote of 14 – 2.

6. That the Executive Committee of the Corporation shall have the power to enter into contracts and other transactions that shall be of a value of \$5,000 or less.

The resolution was amended to read "as funds available". Dan moved to pass the resolution. Scot Boulton second the motion. The resolution passed as amended.

11. Board Member Roles by Ken Goldman
Ken encouraged the board of directors to become more involved in the CCF and join a committee.
12. Next Meeting – Wednesday, July 29 at 7:00 pm
13. New Business
A board member suggested that citizens of Clayton may question the function of the CCF and may wonder why the City does not pass a bond issue to pay for the priority projects that the group has been considering.
14. Adjourn
The meeting was adjourned at 9:00 PM.

Minutes submitted by Sarah Umlauf.